Emily Johnson

IT 7360

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| **Unit Name:** | The Business of Building a Business |
| **Lesson Name and #:** | #3 Blog Your Business |
| **GPS:** | ENGR-STEM 2 – Students will identify the impact of engineering and technology within global, economic, environmental, and societal contexts.  STANDARDS FOR TECHNOLOGY LITERACY:  Standard 11 – Students will develop the abilities to apply the design process.  Standard 12 – Students will develop the abilities to use and maintain technological products and systems. |
| **Objective:** | The student will be able to design a blog for their business that entails recent work, daily routines, and new products. |
| **Subject/Grade/Students:** | Engineering and Technology – 8th Grade – 28 students |
| **Materials needed:** | Sample website, internet, 28 computers |
| **EQ/Opening:** | How could a blog be useful on a business website?  Students will be shown several different business websites with blogs. They will brainstorm on what businesses include in their blogs and how they contribute to company success. |
| **Work Time:** | The students will spend the rest of class designing their website and creating their blog. The website must contain at least 6 pages plus a blog. The student will submit their chosen URL to the teacher where the teacher will check for the blog with appropriate information. (Assessment)  a. Engage: The students will be using computers to design their own websites.  b. Explore: Students will explore different widgets to create blogs with.  c. Explain: The teacher will provide several different websites with blogs for examples.  d. Elaborate: I will show students a sample website that I created. They can review this website and make sure their websites have all required parts. This website will include a blog.  e. Evaluate: The students will submit their URL so that their peers can assess them.  f. Extend: The teacher will allow other students to make comments on each other’s blogs (ask questions about products, services, etc.) and the “owner’s” will respond. |
| **Assessment:** | 6 page website with blog  Exit Slip: URL – The students will submit their URL as an exit slip. The website should include at least 6 pages – home page, product/services page, contact page, testimonial page (customer reviews), personnel page and a photo gallery plus a blog. |
| **Closing:** | The class will have open discussion about the unique things the students included in their websites. |

Rubric for Blog

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Class: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_

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| **Item** | **0 points** | **1 point** |
| **Tells about recent work** | No | Yes |
| **Tells about new products/services** | No | Yes |
| **Includes specials or sales** | No | Yes |

Total points: \_\_\_\_\_/3